



While the Mississippi overflows, Kresge people fight the floods. At left, a street just two blocks from Kresge 160, Dubuque, Ia., is completely submerged. At right, Jupiter 454, Clinton, Ia., stands protected by a sandbag dike which Kresge men helped build in the business district.

## les in Midwest

**Fort Wayne, Ind., K mart 4026—** Staffers look forward to a thriving summer business from the patio department. The patio department features garden tools and supplies, the pot shop, decorative flowers and the picture department.

**Clinton, Ia., Jupiter 454—**"Old Man River decided to go on a rampage, but 454 took it all in stride. As the Mississippi River crept toward a flood crest of four feet above previous flood records, we were busy moving merchandise from the basement, filling sandbags and installing two pumps sent to us from Kresge 275, Elmyra, N.Y. After all the merchandise was high and dry on the second floor Manager Ronald G. Burdick and I volunteered our services in the building of Clinton's protective dike which eventually saved the business district. Manager Burdick's confidence finally reached the point where he wagered a bet of a coke and a grilled cheese sandwich with Dave Stipes, stockman, that we wouldn't get a drop of water in the basement. As this reporter was passing the office yesterday, it was observed that Manager Burdick was enjoying filling out return sheets with a coke and sandwich at his side," wrote Assistant Manager Dennis Herrold.

Manager Hans Berres tosses gift certificates balloons from roof of 387, Centralia, Ill., during city's Shower of Values event.



4026's staffers in Fort Wayne, Ind., prepare K mart's patio shop.

**St. Joseph, Mo., K mart 4026—** The second anniversary truckload sale on the parking lot was a huge success, related Reporter Josephine Lehman.

**Greensburg, Pa., K mart 4032—** Camera Department Manager Phil Tucker received an award for his suggestion on Vacation Film and Processing Plan. Mr. Tucker used the plan last year in his department and had very good results.

**Sioux Falls, S.D., K mart 4041—** Fellow employees are proud of the store's two bowling teams. The women's team have been runners-up for the Star League championship for two consecutive years. The men's team were champions of the Olympic League and each team member received a trophy. The two teams vied for a store championship with the men winning by 114 pins. Manager Gies Underwood designed a "traveling trophy" which the men will keep this year.

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**Tucson, Ariz., Kresge 706—** Wes Fowler, captain of the losing credit contest team, washed Larry Baird's car in front of the store. Mr. Baird was captain of the winning team and the car wash was part of the winners' prizes. The losers also served breakfast to the winners. Special honorable mention went to Rachel Vigil, food department head, who turned in 39 applications during the two-week contest.

**Casa Park, Calif., Kresge 713—**The store plans a July 4th employee picnic . . . The entire line of summer sportswear and swimwear was modeled by staffers at a fashion show held May 21 and May 22 . . . An anniversary breakfast and sale marked the store's fifth anniversary.

**Vallejo, Calif., Kresge 712—** Hot dogs barbecued on an outdoor grill were featured during the store's Fun in the Sun Sale . . . Dorothy Campbell was promoted to Soutain supervisor.

**Hawthorne, Calif., Kresge 718—** Staffers hoped to make the annual Fun in the Sun promotion the biggest ever, said Inez Wheeler.

**Phoenix, Ariz., Kresge 226—** Licciano Nodino won the prize for the most creative costume using fabric, decorative flowers and artificial birds during the centerpiece Crazy Days promotion . . . Employees plan a store picnic for July 4th.

**San Diego, Calif., Kresge 726—** Staffers and their families enjoyed a Memorial Day picnic . . . Assistants Tom Twelmeier and Robert Corrales and Manager Claude Z. Porter are leading the men bowlers in an 850 Scratch on Friday nights.

**Kresge 747 Hosts Antique Auto Show**

**El Paso, Tex., Kresge 747—**A successful antique auto show sponsored by Bassett Center brought many extra sales to 747, reported Manager Floyd J. Cole. The event was held on the mall in front of 747. Fifteen antique cars, ranging from a 1907 Brush to a 1929 Cadillac touring car, were on display. The owners of the cars wore appropriate clothes. Prizes were awarded to the participants wearing the best costumes . . . A week-long Cook Out School featured local disc jockeys, postmasters, newspaper reporters, etc., competing for the title of Best Chef. Each contestant had his own grill set up on the mall. Manager Cole was a judge . . . Staff members and their families enjoyed a picnic on June 29 . . . Karla and Her Chimps entertained shoppers at the center during a promotion. The chimpanzees performed acrobatics, roller skating and stick horse riding.

**Albuquerque, N.M., Kresge 754—**Bowling participants held a potluck supper at the end of the bowling season . . . Grass skirts and muumuus were the dress during the center-wide fiesta.

**Las Vegas, Nev., Kresge 764—** Staffers held the annual picnic at Boulder Beach on May 30.

**Erie, Pa., Kresge 15—** Reporter Gertie O'Day related that a teenager asked the sales clerk: "Do you have a convolution card?" She wanted a convolution card.

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**Clinton, Ia., Jupiter 454—** Staffers

## Western Promotions Set Fast Pace

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## TYFSAK Spirit



The winning credit contest team, 706, Tucson, Ariz., cooks breakfast for winning team members.



DAYS



Kresge 722's staff creates prop spirit for Crazy Days by donning costumes in Phoenix, Ariz.



Annual Hellorado Days in Las Vegas, Nev., inspires appropriate dress at 764 for the event.



767's Manager Floyd J. Cole (at left) judges entry in Bassett Center's Cook Out School in El Paso, Tex. Swimsuit styles (at right) are modeled by Anna Lajan (1 in r), Esther Frazee, Jackie Abercrombie,

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**Tucson, Ariz., Kresge 706—** A gay picnic party along with the unveiling of a statue of Benito Juarez, famous Mexican patriot, highlighted the special events which took place at Chula Vista Shopping Center when the governor of Baja California, Mexico made his first official visit to Chula Vista. The governor presented the statue to the shopping center in honor of Cinco de Mayo (fifth of May), the day 103 years ago when the French were defeated by the Mexican army. More than 500 people attended the unveiling ceremony. All day long, Mariachi bands strolled through the plaza that was decorated with Mexican handwork. Charred buses ran from the center to the Mexican border seven miles away bringing Mexican citizens to the center to participate in the celebration. After the ceremony, the governor and his party were feted by the merchants and the officials of the city. With the large crowds the celebration drew, Kresge 706 had a good sales day, but more than that the celebration strengthened friendship between the two countries, related Reporter Mary Burke.

**Fresno, Calif., K mart 4068—** Wimchester-Westerns, of New Haven, Conn., awarded Bryan Eaton, sporting goods manager, Robert White, automotive sporting goods manager, and Robert Dillman, gunsmith, proficiency certificates in gunsmithing for having successfully completed that company's comprehensive course for professional firearms salesmen.

**Fresno, Calif., K mart 4068—** Robert Good, sporting goods department manager, received notice that he was to be man of sales for his department in the United States.

The annual store picnic for employees and their families was held May 31 at Wildwood Country Club. Entertainment included swimming meets, golf, tennis, relay races and other games. Prizes were awarded. The office staff served as hostesses.

**Kresge Kapers**

**Chula Vista, Calif., Kresge 706—**"Let's all think about decorating our store for Easter," Manager William E. Roach told the staff. "And if you can't think of anything else, just see Miss Yager (Lilly Yager) and she'll lay an egg for you. She's always cackling anyway!" The local newspaper reported the proceedings: "Well, Roach's advice brought down the house, but it gave birth to something else. A few hours later, Manager Roach received all beautifully wrapped and labelled, a big sheet of paper jammed into plastic green grass that's sold at Easter time. Hidden in the grass was a huge styrofoam egg, and on the egg, written in purple ink, was this tender, touching message: 'Dear Mr. Roach, I did it. I laid an Easter egg. Just for you. Love, Lilly.' How's that for a real Easter Lilly?"

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**Chula Vista, Calif., Kresge 706—** Head of Texas nursing students on their way to San Francisco.